ABSTRACT OF THE DISCLOSURE

Methods and apparatuses for performing dynamic Web-based market analysis are disclosed. A Web server presents a Web page including content to a user, via a browser located at the user's computer or workstation. The content in the Web page may be provided by third party entities that pay predetermined fees to have the Web server render their content in a Web page. While the user views the site, detailed user activities associated with the content, including in-view activities associated with viewable content in the Web page, are collected in a client side data store. After a trigger event occurs, such as the client side data store fills up, the collected data is sent back to the Web server where its is stored in a server side data store. An analytical program executed by the Web server retrieves the collected response data from the data store and performs market analysis on the collected response data. The analytical program produces results associated with the effectiveness of the content included the Web page. A middleware program, executing in the Web server, retrieves the result data and produces billing records, that may also include content effectiveness reports, and sends the billing records to respective third party entities that supplied the content for billing and marketing purposes.